



FOOD | FLAVOR | CULTURE

BRAND GUIDELINES

INDEX

INTRODUCTION

- Purpose
- Brand Archetype
- Brand Emotion

IDENTITY SYSTEMS

- Logo Scaling - Vertical
- Logo Spacing - Vertical
- Logo Variation
- Logo Placement
- Logo Integrity “Don’ts”

VISUAL GUIDE

- Typography
- Primary Color
- Font Family

IMPLEMENTATION

- Email Signature
- Envelope
- Letterhead
- Visiting Card
- ID card
- Lanyard
- T-shirt
- Cap
- Mug
- Notepad
- Pen
- Canvas Mug



INTRODUCTION

PURPOSE

The purpose of a brand manual is to provide a comprehensive and standardized set of instructions and rules that define how a brand should be presented and represented across various mediums and platforms.

It serves as a reference document that ensures consistency, coherence, and uniformity in the way a brand is visually and verbally communicated to its audience, stakeholders, and the public.

BRAND EMOTION

Urbano Foods has the tagline of “Food, Flavor, Culture”

Our brand is more than just about heat; it's about the experience—the harmonious blend of tradition and innovation, the embrace of bold flavors, and the shared love for food that knows no bounds. We take pride in crafting symphonies of flavor that dance on your palate, leaving you with a lingering smile and the satisfaction of discovering something new.



IDENTITY SYSTEMS

LOGO REVEAL



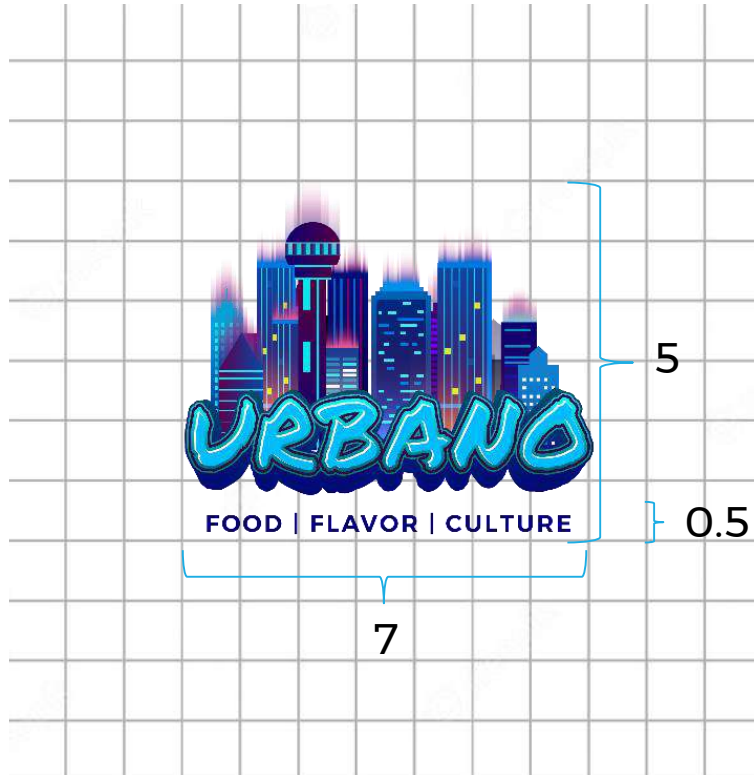
Illustration

URBANO

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Typography

LOGO SCALING



Logo Proportion = 5:7

Logo Typography = 0.5:7

LOGO SPACING



LOGO VARIATIONS



SELECTED LOGO FORMATS

MOST PREFERRED FORMAT



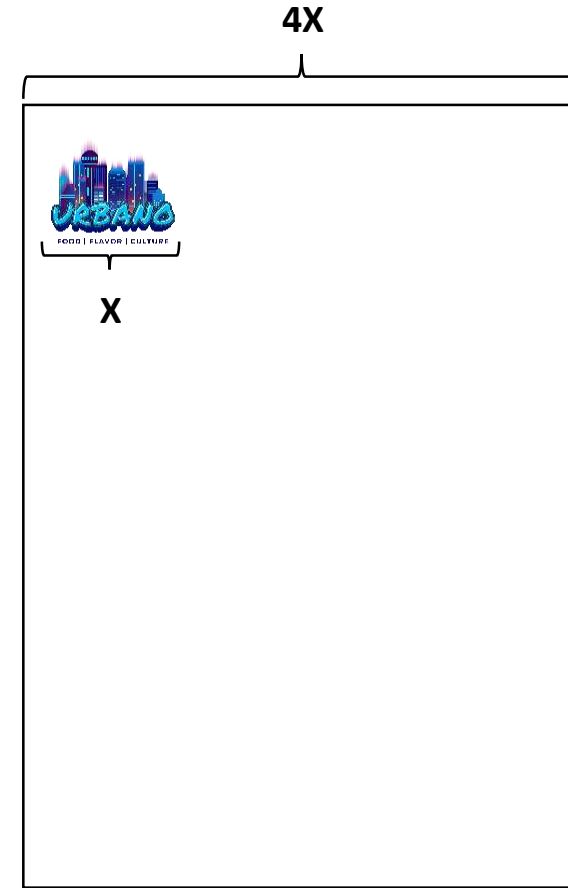
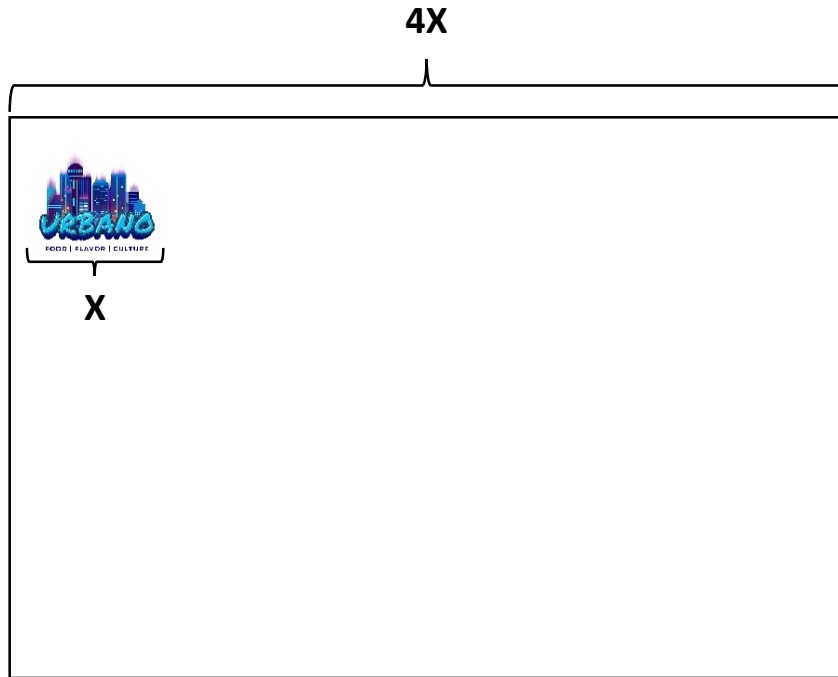
ONLY FOR SELECTED COLLATERALS



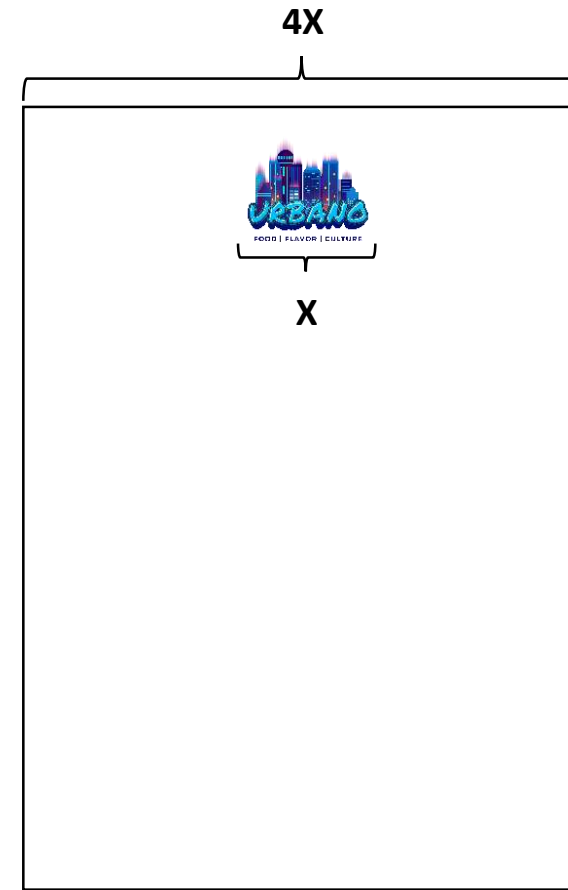
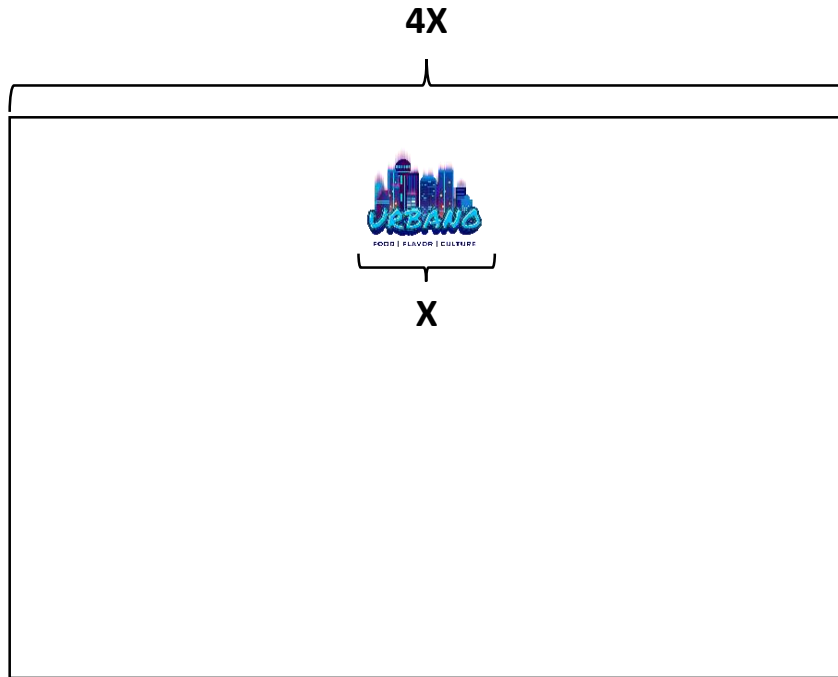
ONLY FOR SELECTED COLLATERALS



LOGO PLACEMENT (For Brand Communication)



LOGO PLACEMENT (For Stationery)



LOGO USAGE - DON'T



Do not use any other color in the background.



Do not change the colors of the logo.



Do not squeeze the logo.



Do not change the opacity of the logo.



Do not use complicated backgrounds.



Do not rotate the logo.



Do not use any effects on the logo.



Do not change the position of the logo elements.



VISUAL GUIDE

PRIMARY COLORS

These are the main five brand colors. The logo is to be used in this palette wherever possible.



(C-68, M-8, Y-0, K-0)

(R-0, G-189, B-255)



(C-95, M-100, Y-32, K-41)

(R-40, G-15, B-76)



(C-100, M-100, Y-17, K-23)

(R-14, G-1, B-115)



(C-60, M-100, Y-38, K-44)

(R-85, G-0, B-67)



(C-38, M-0, Y-18, K-0)

(R-0, G-232, B-233)

FONTS

PERMANENT MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Montserrat SemiBold

abcdefghijklmnopqrstuvwxyz
123456789



IMPLEMENTATION

Email Signature (2 options)



URBANO
FOOD | FLAVOR | CULTURE

LOREM IPSUM
Senior Sales Representative

+00 1234 567 89

youremail@email.com

www.company.com

26th Boulevard St, Gateshead, UK





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26th Boulevard St, Gateshead, UK

Follow us:



Envelope (Option 1)



Envelope (Option 2)



Letterhead (Option 1)



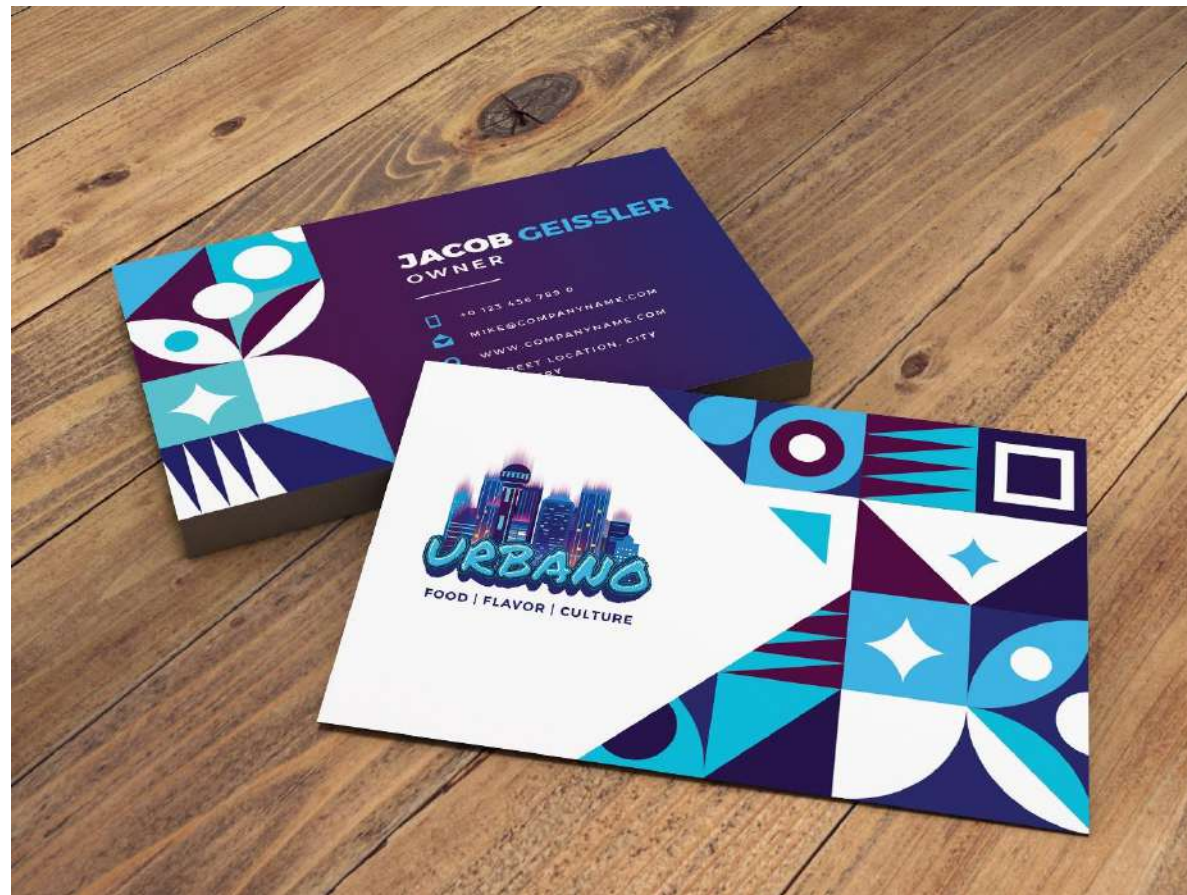
Letterhead (Option 2)



Visiting Card (Option 1)



Visiting Card (Option 2)



ID Card (Option 1)



ID Card (Option 2)



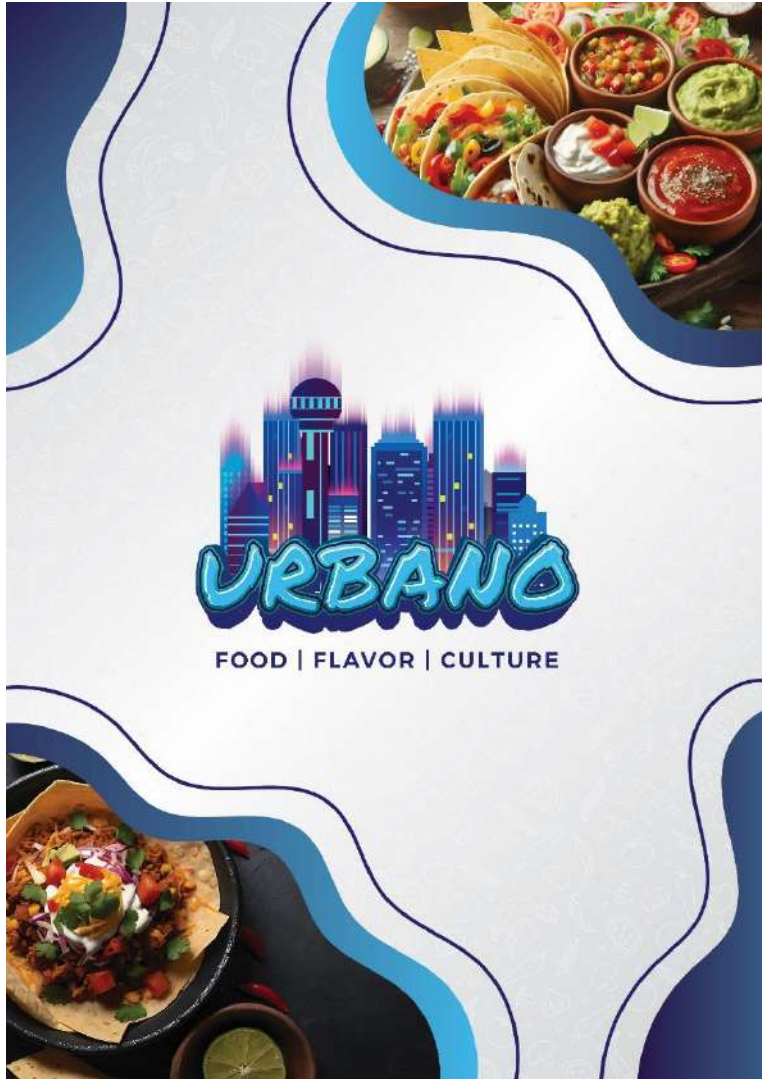
Lanyard (2 options)



Notepad (Option 1)



Notepad (Option 2)



T shirt (2 options)



Pen, Cap



Coffee Mug



Canvas Bag





END OF GUIDELINES